

**GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT**

YAT & C Department - Tourism Promotion – – Release of Advertisement on the occasion of AP Tourism winning National Tourism Awards – Rs. 46,29,900/- Orders – Issued.

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**YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT**

G.O.Rt.No.351

Dated:09-05-2013  
Read the following:-

1. Letter No. SPL/PMU/PRO/2013, Dated: 16-03-2013
2. Letter No. APTDC/PR/20/2013, Dated: 02-05-2013 from the Executive Director (Projects & Marketing), M/s. Anjali Publicities, Hyderabad,
3. Invoice No.Advt-341, Dated: 18-03-2013 from M/s. Livewires Advertising Private Limited, Hyderabad
4. G.O.Rt.No. 1832, Finance (Exp.GAD(II)) Department, Dated: 04-04-2013
5. G.O.Rt.No. 264, YAT&C (PMU) Department, Dated: 12-04-2013

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**ORDER:-**

The Ministry of Tourism, Government of India annually presents National Tourism Awards to various segments of the travel, tourism and hospitality industry. These awards are being given since the early 1990s and are presented to State Governments / Union Territories, classified hotels, heritage hotels, approved travel agents, tour operators and tourist transport operators, individuals and other private organizations in recognition of their performance in their respective fields and also to encourage healthy competition with an aim to promote tourism.

2. During the current year ie., 2011 – 2012 , the Tourism Department, Government of Andhra Pradesh has bagged 7 prestigious National Tourism Awards 2011 in the various categories under excellence in Tourism Sector during a function held at New Delhi on March 18<sup>th</sup>, 2013, which was given by the President of India.

3. In the reference 1<sup>st</sup> read above, a letter was issued to Chairman & Managing Director requesting for release of half page color advertisements in Eenadu two leading publication in both Telugu and English publications viz., Deccan Chronicle and Eenadu in all the AP Editions as per the approved design by the Government through APTourism Development Corporation Limited through M/s. Livewires Advertising, Hyderabad an empanelled agency with this Department.

4. Accordingly, upon release of advertisements, the said agency has submitted the bills for release of payment to Andhra Pradesh Tourism Development Corporation Limited.

5. In the reference 2<sup>nd</sup> read above, a letter was received from the Executive Director (Projects & Marketing), APTDC informing that since, there are no funds with APTDC for releasing the payments to M/s. Livewires Advertising, Hyderabad towards half page color advertisements released in two leading publication in both Telugu and English publications viz., Deccan Chronicle and Eenadu in all the AP Editions as per the approved design and requested to the Government to consider release of payments through YAT&C (PMU) Department and forwarded the invoice no. ADVT – 341, Dated: 18-03-2013 amounting to Rs.46,29,900/- (Rupees Forty Six Lakhs Twenty Nine Thousand Nine Hundred Only).

6. Government, after careful examination of the matter hereby sanction an amount of Rs. 46,29,900/- (Rupees Forty Six Lakhs Twenty Nine Thousand Nine Hundred Only) to M/s. Livewires Advertising Private Limited, Hyderabad.

7. The amount sanctioned at Para 6 above shall be debited to the following Head of Account: “3452- Tourism-01-Tourist Infrastructure – 102 Tourist Accommodations & other facilities to Tourists – Schemes included in PLAN, GH 11- Normal State Plan - SH (13) Advertisement for Promotion of Tourism – 260 – Advertisement, Sales and Publicity - Expenses”

(PTO)

8. The Drawing and Disbursing officer, YAT & C (PMU) Department is shall draw the sanction amount at para -6 above and disburse the same to M/s. Livewires Advertising Private Limited, Hyderabad through the following details.

Bank Name	:	Corporation Bank
Bank Branch	:	Dwarkapuri Colony, Hyderabad
Bank Account No.	:	206600202000203
IFSC Code	:	CORP0002066

BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

CHANDANA KHAN  
 SPECIAL CHIEF SECRETARY TO GOVERNMENT

To  
 M/s. Livewires Advertising Private Limited, Hyderabad  
 The Drawing and Disbursing Officer, YAT & C (PMU) Department  
 The Deputy Pay and Accounts Officer, Secretariat Branch, Hyderabad.  
Copy to:  
 The YAT & C (PMU – Claims) Department.  
 SF/SCs.

//Forwarded:: By Order//

SECTION OFFICER